

Listing of Claims:

1. (Currently Amended) In a computerized system for allowing transactions in ~~instruments, the instruments being capable of being valued based on values of an instrument, the instrument being associated with one or more term-based concepts, and terms of the concepts being useable in computerized searches,~~ a method for determining a payoff on ~~an instrument capable of being valued based on a value of a term-based concept~~ the instrument, the method comprising:

determining ~~[[the]]~~ a value of the one or more term-based concept concepts at a first time;

determining a value of the instrument based at least in part on a quantity of computerized searches utilizing the one or more concepts to locate information; and

determining the payoff based on the instrument and based on the determined value of the ~~term-based concept~~ one or more term-based concepts.

2. (Withdrawn) The method of claim 1, comprising determining the payoff using a linear payoff technique.

3. (Withdrawn) The method of claim 1, comprising determining the payoff using a binary payoff technique.

4. (Withdrawn) The method of claim 1, comprising determining the payoff using a stock-based payoff technique.

5. (Withdrawn) The method of claim 1, comprising determining the payoff using an options-based pay-off technique.

6. (Original) The method of claim 1, comprising using a futures-based payoff technique in determining the payoff.

7. (Withdrawn) The method of claim 1, comprising using a betting-based payoff technique in determining the payoff.

8. (Currently Amended) The method of claim 1, comprising denominating the payoff in at least one of real currency, fake currency, game currency, coupons, discounts, certificates, ~~[[and]]~~ or rights.

9. (Original) The method of claim 1, comprising determining the payoff in rights relating to advertising.

10. (Currently Amended) The method of claim 1, comprising determining the payoff at least one of rights to clicks ~~[[and]]~~ or rights to impressions.

11. (Currently Amended) The method of claim 1, comprising using the instrument as at least one of a hedging tool, a speculating tool, a forecasting tool, a data generating tool, ~~[[and]]~~ or an entertainment tool.

12. (Currently Amended) The method of claim 1, wherein an entity that at least in part facilitates allowing of transactions capable of being valued based on values of the one or more term-based concepts also at least in part facilitates Pay-Per-Click auctions for rights associated with the one or more term-based concepts, and comprising the entity deriving revenue from at least one of transaction fees, listing fees, institutional participation fees, data sale, ~~[[and]]~~ or publicity.

13. (Currently Amended) In a computerized system for allowing transactions in ~~instruments, the instruments being capable of being valued based on values of an instrument, the instrument being associated with one or more term-based concepts, and terms of the concepts being useable in computerized searches,~~ a method for determining a payoff on an instrument ~~capable of being valued based on a value of a term-based concept~~ the instrument, the method comprising:

determining ~~[[the]]~~ a value of the ~~term-based concept~~ one or more term-based concepts over a first period of time;

determining a value of the instrument based at least in part on a quantity of computerized searches utilizing the one or more concepts to locate information; and

determining the payoff based on the instrument and based on the determined value of the ~~term-based concept~~ one or more term-based concepts over ~~the first~~ a second period of time.

14. (Currently Amended) The method of claim 1, wherein the one or more term-based concepts comprise a plurality of terms related to a theme.

15. (Currently Amended) The method of claim 1, wherein the one or more term-based concepts comprise a plurality of unrelated ~~terms~~ term-based concepts.

16. (Currently Amended) In a computerized system for allowing transactions in ~~one or more instruments, the instruments being capable of being valued based on values of an~~ instrument, the instrument being associated with a plurality of unrelated term-based concepts, and the concepts comprising a plurality of unrelated terms being useable in computerized searches; a method for determining a payoff on an instrument capable of being valued based on a value of a term-based concept the instrument, the method comprising:

determining ~~[[the]]~~ a value of the unrelated term-based ~~concept~~ concepts ~~based on the~~ plurality of terms at a first time;

determining a value of the instrument based at least in part on a quantity of computerized searches utilizing the unrelated term-based concepts to locate information; and

determining the payoff based on the instrument and based on the determined value of the unrelated term-based ~~concept~~ concepts.

17. (Currently Amended) In a computerized system for allowing transactions in ~~one or more instruments, the instruments being capable of being valued based on values of an~~ instrument, the instrument being associated with a plurality of related term-based concepts, and the concepts comprising a plurality of terms related to a theme being useable in computerized searches; a method for determining a payoff on an instrument capable of being valued based on a value of a term-based concept the instrument, the method comprising:

determining ~~[[the]]~~ a value of the related term-based ~~concept~~ concepts ~~based on the~~ plurality of terms at a first time;

determining a value of the instrument based at least in part on a quantity of computerized searches utilizing the related term-based concepts to locate information; and

determining the payoff based on the instrument and based on the determined value of the related term-based ~~concept~~ concepts.

18. (New) The method of claim 1, comprising:

determining the value of the instrument based at least in part on an advertising value of the one or more concepts.